

Jokari Product Chosen as 2010 Finalist in Seventh Annual Housewares Design Awards Competition

Jokari's Magnifying Medi-Grip Remover Designed to Help Hands and Hearts!

CARROLLTON, TX — November 25, 2009 — Jokari's Magnifying Medi-Grip is a Finalist in the Housewares Design Awards in the Personal Care, Health and Garment Care category. The *Best of Category* selections in 13 product categories will be announced during the 2010 Gala ceremony and luncheon held Wednesday, February 3, 2010 at the New York Marriott Marquis.

The Housewares Design Awards recognizes products that are unique within the Housewares industry. Products are selected by a panel of 12 judges made up of designers, retail buyers and champions of design in the Housewares industry.

"We are extremely pleased to be a finalist in the Housewares Design Awards. We believe good design is essential to new product success and we are very glad to have connected with Mike Elwell who designed the Magnifying Medi-Grip Opener and won third place in the IHA Student Design Competition while he was a junior at Notre Dame," said Doug Taeckens, President, and CEO of Jokari/US Inc.

About the Jokari Magnifying Medi-Grip:

Opening prescription bottles is difficult for millions of Americans suffering from arthritis. For those with vision impairments just reading the label on medicines is a chore. Jokari has a product designed specifically to address these problems.

The Jokari Magnifying Medi-Grip Remover is made with ultra-soft, easy to grip, thermo plastic rubber (TPR) material and has a built-in 4x's magnifier to aide in reading prescription labels. It is unlike any product on the market today! Engineered with a series of grooves and notches that marry up to the most common medicine bottles, it easily assists in opening medications and vitamins. Available now on Jokari.com.

About Jokari: Founded in 1974, Jokari is the leader in creating innovative products for the home and beyond. The company offers a wide range of patented products designed to simplify everyday tasks, create storage solutions and extend the life of common household products such as; carbonated beverages, wine, and more.

For more information including images, press only: Stephanie Smith, 214-540-9509, ssmith@jokari.com or www.Jokari.com



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